

6 months
Course

Course on
**DIGITAL
MARKETING**

www.bispageresearch.com



center for Digital Marketing Research



2nd Floor, Dot space, MC tower,
Thrissur, Kerala, India



+91 73060 47334



Study@bispageresearch.com



Vision

To be a global leader in marketing research and business solutions, enabling businesses to thrive in a digital-first world and providing learners with industry-ready expertise in digital marketing and strategic growth.

About Us

Bispage has over 24 years of expertise in industrial business, delivering innovative solutions that drive growth and success for organizations across sectors. With a deep understanding of market dynamics, Bispage empowers businesses to achieve measurable results through strategic insights and proven methodologies.

New Initiative – Digital Marketing Research Team

Our newly launched Digital Marketing Research Team is dedicated to bridging the gap between business growth and skill development. For employers, we provide actionable strategies to expand reach, enhance brand presence, and maximize ROI. For employees and students, we offer in-depth learning opportunities, hands-on projects, and expert guidance to master digital marketing in today's competitive landscape

24

Facebook was launched on February 4, 2004 by Mark Zuckerberg.

We Are Older Than Meta in Marketing.

Course Overview

Leverage Bispage's 24 years of industrial business expertise to master the art and science of digital marketing. This program blends decades of market insight with cutting-edge digital strategies, helping you understand both timeless business principles and modern tools. Learn to craft impactful campaigns, analyze trends, and drive sustainable growth in today's competitive digital-first economy.

Key Highlights:

- Backed by 24 years of proven business expertise
- Learn strategies shaped by real market success stories
- Master tools for today's fast-evolving digital landscape
- Gain actionable insights from seasoned industry leaders
- Build skills that deliver long-term business growth

Who is this programme for?

- Business owners aiming to expand their market reach online
- Marketing professionals seeking to upgrade their digital skills
- Students and graduates pursuing a career in marketing
- Entrepreneurs launching or scaling digital ventures
- Professionals transitioning into the digital marketing industry

Learning Outcomes



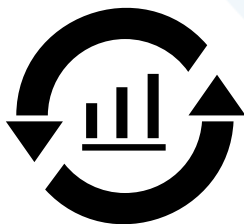
Advantage – Equip your business with digital tools to stay ahead of competitors.



Expertise – Apply 24 years of Bispage's industrial experience for actionable results.



Efficiency: Optimize marketing spend using data-driven decisions.



Conversion – Turn prospects into paying clients with compelling content.



Brand – Strengthen reputation and customer loyalty through social media.



Reach – Expand online presence to attract new, high-value customers.



Revenue

Implement digital strategies that directly increase sales and profitability

Digital Marketing Foundation Level (3 Months)

Duration: 6 Months (approx. 90 days of classes, 135 hours total)

This level builds upon the basic foundation, diving deeper into strategic optimization, data interpretation, audience segmentation, and the sophisticated interconnections between digital marketing channels.

- Target Audience: Students who have successfully completed the Basic level or possess equivalent demonstrable foundational knowledge.

Modules & Key Topics:

Months 1-3: (Strategic Application of Level 1 Concepts)

This period involves intensive, hands-on application of Level 1 concepts to more complex, integrated scenarios.

The focus shifts from "how to do it" to "how to do it strategically and effectively" across channels, with a strong emphasis on data-driven optimization.

Students will manage simulated campaigns that evolve over time, requiring continuous analysis and adjustment.

Week 13: Advanced Keyword & Market Intelligence (4-5 days)

- **Semantic SEO & Entity Optimization:** Understanding how search engines connect concepts, optimizing for topics and entities, not just keywords.
- **Competitor SEO Strategy Deconstruction:** In-depth analysis of competitor keyword gaps, content strategies, and backlink profiles using advanced tools (SEMrush, Ahrefs, Moz).
- **International Keyword Research & Localization:** Cultural nuances, language targeting, and local search intent for global markets.
- **Voice Search & Conversational SEO:** Optimizing for natural language queries and featured snippets.
- **Activities:** Conducting a full-scale competitor SEO audit, developing a semantic keyword strategy, optimizing content for voice search.

Week 14: Technical SEO for Scale (4-5 days)

- **Crawl Budget Optimization:** Managing how search engines crawl large sites, identifying and resolving crawl issues.
- **Advanced Schema Markup:** Implementing Product, FAQ, How-To, Video, Local Business Schema using JSON-LD; testing and debugging structured data.
- **Site Architecture & Internal Linking for Authority:** Silo structure, link equity flow, optimizing for topical authority.
- **Website Migrations & Redirect Strategies:** Planning and executing SEO-friendly website changes.
- **Troubleshooting Advanced Technical SEO Issues:** Duplicate content, pagination, faceted navigation, broken internal/external links.
- **Activities:** Planning a schema markup implementation for an e-commerce site, troubleshooting complex crawl errors using Google Search Console.

Week 15: Data-Driven Content Strategy & Optimization (4-5 days)

- Advanced Buyer Persona & Journey Mapping: Incorporating psychographics, behavioral data, and pain points for hyper-targeted content.
- Content Gap Analysis & Opportunity Identification: Using SEO and competitive tools to find underserved content areas.
- Content Performance Audits: Analyzing content engagement, conversion paths, and user flow in GA4 to identify optimization opportunities.
- Content Repurposing & Atomization: Strategically transforming core content into multiple formats for various channels.
- Interactive Content Development: Quizzes, calculators, interactive infographics for engagement.
- Activities: Performing a content audit, developing a detailed content optimization plan based on analytics.

Week 16: Advanced Link Building & Digital PR (4-5 days)

- Scalable Link Acquisition Strategies: Digital PR (earned media), skyscraper technique, resource page outreach, broken link building at scale.
- Analyzing Link Profile Quality: Identifying toxic links, understanding link disavowal best practices.
- Competitor Backlink Analysis & Replication: Using tools to reverse-engineer competitor link strategies.
- Building Relationships for Links: Networking, influencer outreach, content collaborations.
- Activities: Executing a broken link building campaign, crafting a digital PR pitch for a client.

Week 17: Google Ads Bidding, Optimization & Automation (4-5 days)

- Automated Bidding Strategies: In-depth analysis and implementation of Target CPA, Target ROAS, Maximize Conversions, Conversion Value (and when to use each).
- Ad Customizers & Dynamic Ads: Creating highly personalized and responsive ad copy at scale.
- Advanced Ad Extensions: Structured snippets, lead form extensions, dynamic callouts, price extensions.
- Performance Max Campaigns: Understanding and optimizing Google's newest automated campaign type.
- Google Ads Scripting (Introduction): Automating basic tasks and custom reporting.
- Activities: Optimizing an existing Google Ads campaign for ROAS, developing dynamic ad copy.

Week 18: Google Display Network & YouTube Ads (Advanced) (4-5 days)

- Advanced Display Targeting: Custom intent audiences, custom affinity audiences, contextual targeting strategies.
- Dynamic Remarketing: Setting up and optimizing personalized retargeting campaigns for e-commerce.
- YouTube Ad Formats & Strategy: In-stream, Outstream, Bumper, Masthead, Video Action Campaigns – strategic placement in the funnel.
- YouTube Audience & Placement Targeting: Detailed demographic, interest, and content targeting.
- Activities: Building a dynamic remarketing campaign, scripting and planning a YouTube ad series.

Week 19: Social Media Advertising (Strategic & Advanced) (4-5 days)

- Custom Audiences (Advanced): Website custom audiences (granular segments), customer list segmentation, engagement custom audiences.
- Lookalike Audiences: Optimizing lookalike sources, scaling strategies for new audience discovery.
- Conversion API Implementation (Overview): Understanding the shift in privacy and server-side tracking.
- A/B Testing Methodologies: Designing robust tests, statistical significance, interpreting results, multi-variate testing concepts.
- Campaign Budget Optimization (CBO) & Ad Set Budgeting: Strategic allocation and performance analysis.
- Activities: Building complex custom and lookalike audiences, designing a sophisticated A/B test for social ads, analyzing campaign results.

Week 20: Landing Page & Conversion Rate Optimization (CRO) (4-5 days)

- CRO Principles & Frameworks: User psychology, persuasion techniques, Fogg Behavior Model.
- Heuristic Analysis & User Research: Expert reviews, user surveys, interviews, usability testing.
- Quantitative CRO Tools: In-depth use of heatmaps, session recordings, form analytics (Hotjar, Crazy Egg).
- A/B Testing Tools & Statistical Significance: Optimizely, VWO (advanced features), calculating sample size and confidence intervals.
- Implementing a CRO Roadmap: Prioritization frameworks, iterative testing.
- Activities: Conducting a heuristic analysis, designing an A/B test for a landing page, presenting CRO recommendations.

Week 21: Advanced Google Analytics (GA4) & Tag Manager (4-5 days)

- Custom Event & Conversion Tracking: Implementing complex event tracking via GTM (form submissions, button clicks, video engagement).
- Enhanced E-commerce Tracking in GA4: Detailed setup and reporting for product views, add-to-carts, purchases.
- Funnels & Path Exploration: In-depth analysis of user behavior flows and identifying drop-off points.
- Audiences & Segmentation in GA4: Building granular audiences for remarketing and reporting.
- Integration with Google Ads & other Platforms: Data linking for closed-loop reporting.
- Activities: Configuring advanced event tracking in GTM/GA4, building custom explorations in GA4, analyzing user funnels.

Week 22: Marketing Automation & CRM Strategy (4-5 days)

- Strategic Role of Marketing Automation: Lead nurturing, customer retention, sales enablement, personalized customer journeys.
- CRM System Deep Dive: HubSpot, Salesforce, Zoho (feature comparison, integration capabilities, data synchronization).
- Building Complex Automation Workflows: Multi-stage drip campaigns, lead scoring, dynamic content personalization based on user behavior.
- Automated Lead Qualification & Handover to Sales.
- Activities: Designing a multi-channel automated nurturing sequence, evaluating CRM solutions for specific business needs.

Week 23: Integrated Omni-Channel Strategies & Attribution (4-5 days)

- Developing Seamless Omni-Channel Experiences: Integrating online and offline touchpoints, consistent messaging.
- Advanced Attribution Modeling: Understanding algorithmic (data-driven), time decay, position-based, and custom attribution models; choosing the right model for business goals.
- Marketing Mix Modeling (MMM) Concepts: Overview of statistical approaches to understand marketing spend effectiveness.
- Unified Reporting & Dashboarding: Consolidating data from various sources (GA4, Ads platforms, CRM) into cohesive dashboards.
- Activities: Developing an omni-channel strategy for a retail brand, analyzing attribution model differences in a dataset.

Week 24: Emerging Trends, Ethics & Medium Level Capstone (4-5 days)

- Voice Commerce & Conversational AI: Optimizing for voice search, implementing chatbots for marketing.
- Introduction to AI in Marketing: Overview of AI applications (personalization, predictive analytics, content generation).
- Influencer Marketing (Advanced): Micro/macro influencers, ROI measurement, legal compliance, fraud detection.
- Privacy-First Marketing: Cookieless future strategies, consented data collection, differential privacy concepts.
- Medium Level Capstone Project: Students develop and present a comprehensive, data-driven digital marketing strategy and optimization plan for a medium-sized business, demonstrating integrated channel management and measurable objectives.

Teaching Methodology:

- **Advanced Interactive Workshops:** Solving complex real-world digital marketing challenges in groups, fostering collaborative problem-solving.
- **Deep-Dive Real-World Case Studies:** Analyzing multi-faceted campaigns from various industries, focusing on strategic decision-making, performance analysis, and iterative optimization.
- **Intensive Tool-Based Training & Certification Prep:** Hands-on mastery of industry-standard tools (Google Ads Editor, advanced GA4 features, Meta Business Suite, SEMrush/Ahrefs for advanced audits, Mailchimp/HubSpot marketing automation features). Encouragement for platform certifications.
- **Simulated Live Campaign Management:** Students manage simulated ad campaigns with realistic budgets and performance data, making real-time adjustments and optimizations.
- **Guest Lectures & Industry Panels:** Senior digital marketing managers, analytics specialists, and agency leads sharing cutting-edge insights and career paths.
- **Structured Group Projects with Iterative Feedback:** Teams work on comprehensive projects, receiving detailed feedback at multiple stages for refinement.
- **Regular, Complex Assessments:** Quizzes, advanced practical assignments (e.g., developing a full CRO plan, setting up complex GTM events), and project presentations requiring robust analysis.
- **Dedicated Peer Review Sessions:** Students critically evaluate and provide structured feedback on each other's comprehensive strategies

Hands -On Learning With Social Media & Search Engine



Facebook



Instagram



Linkedin



Twitter/ X



Youtube



Google



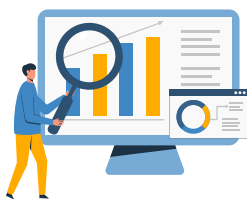
Whatsapp



Google
Business
Profile



Website



Google Analytics

Programme Details

Programme Fee Structure

Awareness Level - 1 Month

10,000 INR + GST

Basic Level - 3 Months

30,000 INR + GST

Advanced Level - 6 Months

60,000 INR + GST

Research Level - 1 Year

1,20,000 INR + GST

Parameters and Architecture



Eligibility

- Minimum education: SSLC with ability to read, write, and speak English
- OR Business owners with relevant industry experience



Evaluation

- Practical projects
- measurable sales impact
- mastery of digital tools
- strategic business insights
- enhanced brand presence
- customer engagement
- competitive market readiness.



Programme Format

- Offline
- Online
- Personalized

8 participant at a time

How to Apply ?

Visit : www.bispageresearch.com

Call : +91 73060 47334

“People don't buy what you do;
they buy why you do it.”

Get In touch



MC tower, Ponkunnam, Thrissur, Kerala



bispageresearch.com



+91 73060 47334